Development Management - Delegated Officer Report

Application Number: AWDM/0512/25 **Recommendation: Approve**

Site: **37-39 Chapel Road, Worthing**

Proposal: **Display of 1no. externally illuminated projecting sign and 1no. internally illuminated fascia sign**

Site visit: 06.05.2025

Neighbours checked: Y

Additional neighbour notifications: N Site notice posted 06.05.2025

Proposal, Site and Surroundings

The application site relates to a three storey building located on the west side of Chapel Road within the town centre. This building is in use as a bank, occupied by 'Santander'. It has a modern glazed shopfront at ground floor level with frameless glazed elements to its corners but with some sense of traditional proportioning to the outer framework and division of pilasters marking the double frontage, and with a recessed entrance door to the right side. There is an ATM set within the glazing. There is a fascia panel above set between the simple pilasters. It has lettering and a logo applied within a timber moulding detail which forms a frame to the fascia, as well as a hanging sign projecting to the left hand side of the fascia.

The site is within the Secondary Shopping Frontage Area within the town centre and is within the Chapel Road Conservation Area. It is identified as a local interest building along with others in this terrace at No's 13-53.

Advertisement consent is sought for the display of one internally illuminated fascia sign and one externally illuminated projecting sign. The existing fascia sign and projecting sign would be removed.

The fascia lettering and logo would be made up of 40mm deep raised individual letters with the whole sign to measure approximately 2.9 metres in total width, 0.5 metres in height and up to 80mm in depth including fixings. It would be fixed to the grey timber fascia panel and would comprise of raised stainless steel lettering and logo finished in RAL 9006 'white aluminium' or similar to the front face and sides and with an opal acrylic diffuser to the back face to form halo illumination with internal LED lighting. The illuminance level would be 300cd/m2

The projecting sign would measure 0.6m in width, 0.6m in height and 0.08m in depth. Each side would have a powder coated red (RAL 3020) background with acrylic logo in white. It would be attached to a powder coated black hanging bracket with LED tough lights to each side providing external illumination. The level of illuminance would be 120 cd/m2.

A time switch has been indicated which would control the lighting with the lights off between 11pm and 7am.

Relevant site history

03/01361/ADV - Installation of internally illuminated fascia and projecting box sign
STATUS: REF 7th January 2004.

90/05102/ADV - INSTALLATION OF INDIVIDUAL ILLUMINATED LETTERS ON FASCIA BOARDING
STATUS: REF 22nd October 1990.

90/05107/FULL - PROPOSED REAR EXTENSION AND NEW SHOP FRONT, TOGETHER WITH REFURBISHMENT AND ALTERATIONS
STATUS: REF 26th October 1990.

91/05138/ADV - INSTALLATION OF AN ILLUMINATED FASCIA SIGN AND ONE EXTERNALLY ILLUMINATED PROJECTING SIGN
STATUS: ADC 13th March 1991.

91/05142/ADV - INSTALLATION OF AN INTERNALLY ILLUMINATED PROJECTING BOX SIGN
STATUS: REF 12th September 1991.

91/05143/ADV - INSTALLATION OF AN INTERNALLY ILLUMINATED PROJECTING BOX SIGN (DUPLICATE APPLICATION)
STATUS: REF 12th September 1991.

04/00965/ADV - Installation of externally illuminated fascia sign and a projecting sign
STATUS: ADC 5th October 2004.

05/0661/ADV - Installation of one halo-illuminated fascia sign and one externally illuminated hanging sign
STATUS: ADC 10th August 2005.

09/0711/ADV - Installation of a set of non illuminated fascia letters.
STATUS: ADC 14th October 2009.

AWDM/1414/15 - 1 no. internally illuminated digital media advertisement TV.
STATUS: APP 2nd November 2015.

Consultations
None

Representations
None received

Relevant Planning Policies
Worthing Local Plan policies (WBC 2023): SP1, DM5, DM6, DM13
National Planning Policy Framework (MHCLG 2024)

National Planning Practice Guidance

Planning Assessment

There is no objection in principle to the display of advertisements. The determining issues relate to public safety and impact on visual amenity.

The site is within the designated shopping area within the town centre and is within the conservation area. The overall size of the signs and positioning would be similar to the existing signage at the site which it would replace and where they would not cause any obstruction. The height of the projecting sign would be above 2.4m in height from ground level. Revised drawings have corrected the size of the fascia panel, and although an increase in size has been indicated the design sets the lettering and logo within the fascia frame and would appear to be reasonable and in proportion.

Halo illumination has previously been permitted for the fascia sign, and elsewhere in the street there are other examples of internal illumination within the conservation area such as at 'KFC' on the opposite side of the street. The projecting sign would be similar to the existing sign that it would replace with external illumination. In terms of the size of logo and lettering, colour scheme and method of illumination, the proposals would not cause any significant harm to visual amenity or harm to the conservation area in the context of this site and surroundings, and having regard to previous decisions at the site a refusal would not be justified. The level of illumination can be controlled by condition in the interests of protecting visual amenity.

There would be no adverse effect on public or highway safety or amenity.

Recommendation

APPROVE Subject to Conditions:-

1. Standard advertisement conditions 1-7
2. Level of illumination limited to 120 cd/m2 (projecting sign) and 300 cd/m2 (fascia sign) and static only
3. Hours of illumination between 7am and 11pm only

Informative:

- The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant advertisement consent in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Is recommendation contrary to letter(s) of representation? N

Case Officer: Rebekah Hincke Date: 16.06.2025

Authorised by: Louise Prew Date: 17/06/2025